

Short report on the IEEE Open Innovation Event

On Friday 24 October 2008 the IEEE Technology Management Councils of the IEEE Benelux and Germany Sections, the IEEE Benelux and Germany GOLD Affinity Groups and the IEEE Student Branch Eindhoven organized an event on Open Innovation in Veldhoven.

An informal setting generated a knowledge exchange among practitioners. High level experience on Open Innovation was shared with the audience and many critical questions were asked. A continual flow of inspiring concepts and different points of view lead to new insights and possible business improvements.

A short summary of the evening:

Host Robert Bierwolf showed us the importance of Open Innovation. He introduced all key note speakers and lead every debate.

Martijn Kriens told us about the project Living Labs. As partner of Living Labs he explained us this new research paradigm. Living Labs' focus lies on research being done in real life situations by measuring user behavior and experience with sensors in daily life instead of using static laboratories. He told us about some projects (activity registration in elderly homes, his own company and mobile phones at Amsterdam) and how this information can be used to improve products and society.

Fred Coffa, R&D manager at Rogan Delft, told us about his shared innovation with the University of Eindhoven. By giving away their own technology and knowledge to students, Rogan Delft profits after incubation. Creative ideas and usage of new concepts brings it to the next level.

Gerhard Seiler, vice president of value engineering at Philips International, showed us different views on "Green Product Development". For new products there are many approaches to reduce carbon emissions and at the same time save costs. Choices in design and usage of raw materials have consequences for the amount of emission. The final "green" choice is a difficult calculation between many factors.



Gerhard Seiler explaining about "Green Product Development".

Last speaker was Bart Meijer of Saxxion Hogescholen in Enschede. His research showed that it is better to have many different small research teams than to have one big team for innovation. People in small competitive teams tend to have another mindset which as result leads to a shorter time frame and better concepts.

Because little time was left after all fears debates, Geert Hommes was not able to give his workshop on Non-Verbal Communication, but he gave us some information to study at home.

The evening was ended with a nice meal; tapas as a starter, followed by steak and ice-cream as dessert. Meanwhile we all had many questions to ask and knowledge to exchange.